Change Claims to:

1. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a metric selection method, comprising:

 integrating raw and transformed data from a variety of systems into predictive models that identify performance indicators that reflect the impact of each element of value on the financial performance and value of one or more segments of an enterprise.

2. (amended) The computer readable medium of claim 1 wherein the segments are selected from the group consisting of current operation, real options and market sentiment.

3. (amended) The computer-implemented method of claim 2 where the current operation segment contains components of value selected from the group consisting of revenue, expense and capital change.

4. (amended) The computer readable medium of claim 1 wherein the elements of value are selected from the group consisting of relationships, brands, channels, customers, employees, intellectual property, partners, processes, production equipment and vendors.

5. (amended) The computer readable medium of claim 1 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

6. (amended) The computer readable medium of claim 1 wherein an enterprise is defined by a single product, a group of products, a division or an entire company.

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7. (amended) The computer readable medium of claim 1 wherein the performance indicators are selected from the group consisting of totals, rolling totals, ratios, rates of change, averages, patterns, rolling averages, trends and time lagged trends derived from numeric and date fields in the enterprise date, item variables and composite variables.

8. (amended) The computer readable medium of claim 1 wherein the identified performance indicators reflect net element impact on one or more enterprise segments and the other elements of value.

9. (amended) The computer readable medium of claim 1 wherein clustering can optionally be used to refine performance indicator development by segmenting the data into different time periods or dividing one or more of the elements of value into two or more sub-elements of value.

10. (amended) The computer readable medium of claim 1 wherein the predictive models are from the group consisting of neural networks; regression trees (CART); generalized autoregressive conditional heteroskedasticity (GARCH), projection pursuit regression; generalized additive model (GAM); redundant regression network; rough-set analysis; Naïve Bayes Regression, linear regression; support vector method, stepwise regression, Tetrad, maximum message length, LaGrange, Bayesian and path analysis.

11. (amended) A metric selection system, comprising:
   computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:
      integrate raw and transformed data from a variety of systems into predictive models that identify performance indicators that reflect the impact of each element of value on the financial performance and value of one or more segments of an enterprise.

12. (amended) The system of claim 11 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process

management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

13. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected by a network to perform a value management method, comprising:

integrating raw and transformed data from a variety of systems into models that quantify the impact of elements of value on the other elements of value and one or more segments of an enterprise;

calculating the value of the one or more segments;

combining the quantified element impacts with the segment valuations to determine the value of the elements of value to a value of the enterprise; and

reporting the value of the elements of value and the enterprise using a paper document or electronic display.

14. (amended) The computer readable medium of claim 13 wherein the segments of value are selected from the group consisting of current operation, real options and market sentiment.

15. (amended) The computer readable medium of claim 14 where the current operation segment of value contains components of value selected from the group consisting of revenue, expense and capital change.

16. (amended) The computer readable medium of claim 13 wherein the elements of value are selected from the group consisting of relationships, brands, channels, customers, employees, intellectual property, partners, processes, production equipment and vendors.

17. (amended) The computer readable medium of claim 13 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems,

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operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

18. (amended) The computer readable medium of claim 13 wherein an enterprise is defined by a single product, a group of products, a division or an entire company.

19. (amended) The computer readable medium of claim 13 wherein the value of the enterprise is market value.

20. (amended) The computer readable medium of claim 13 wherein at least a portion of the data is from the Internet and external databases.

21. (amended) The computer readable medium of claim 13 wherein clustering can optionally be used to refine element and factor valuations by segmenting the data into different time periods or dividing an element of value into two or more sub-elements of value.

22. (amended) The computer readable medium of claim 13 wherein predictive models from the group consisting of neural networks; regression trees; generalized autoregressive conditional heteroskedasticity (GARCH), projection pursuit regression; generalized additive model (GAM); redundant regression network; rough-set analysis; Naïve Bayes Regression, linear regression; support vector method, stepwise regression, Tetrad, maximum message length, LaGrange, Bayesian and path analysis are used to determine the value impact of the elements of value and market value factors.

23. (amended) The computer readable medium of claim 13 wherein a paper document or an electronic display is used to report the value of the elements of value and the enterprise.

24. (amended) A value management system, comprising:
   computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

integrate raw and transformed data from a variety of systems into predictive models that quantify the impact of elements of value on the segments of value and the other elements of value of an enterprise;

combine the quantified element impacts with segment valuations to determine the value of the elements of value to a value of the enterprise; and

report the value of the elements of value and the enterprise.

25. (amended) The system of claim 24 wherein the elements of value are selected from the group consisting of relationships, brands, channels, customers, employees, intellectual property, partners, processes, production equipment and vendors.

26. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a fiscal method, comprising:

integrating raw and transformed data from a variety of systems into models that determine the value of the intangible elements of value and real options to a value of an enterprise; and

reporting the value of the intangible elements of value, real options and the enterprise using a paper document or an electronic display.

27. (amended) The computer readable medium of claim 26 wherein the intangible elements of value are selected from the group consisting of relationships, brands, channels, customers, employees, intellectual property, partners, processes and vendors.

28. (amended) The computer readable medium of claim 26 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

29. (amended) The computer readable medium of claim 26 wherein an enterprise is defined by a single product, a group of products, a division or an entire company.

30. (amended) The computer readable medium of claim 26 wherein the method for determining the value of the elements of value to the enterprise is determined in part by the level of interaction between elements of value.

31. (amended) The computer readable medium of claim 26 wherein predictive models from the group consisting of neural networks; regression trees; generalized autoregressive conditional heteroskedasticity (GARCH), projection pursuit regression; generalized additive model (GAM); redundant regression network; rough-set analysis; Naïve Bayes Regression, linear regression; support vector method, stepwise regression, Tetrad, maximum message length, LaGrange, Bayesian and path analysis are used to determine the value of the elements of value.

32. (amended) The computer readable medium of claim 26 wherein the real options are valued using dynamic programming , neural network or binomial algorithms.

33. (amended) The computer readable medium of claim 26 wherein the discount rate used to value the real options is a function of the relative strength of the elements of value causal to changes in the value of enterprise common stock.

34. (amended) The computer readable medium of claim 26 wherein the value of the intangible elements of value reflect net element impact on one or more enterprise segments and the other elements of value.

35. (amended) A fiscal management system, comprising:
   a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:
      integrate raw and transformed data from a variety of systems into models that determine the value of the elements of value and real options to a value of an enterprise; and
      report the value of the elements of value, real options and the enterprise.